



# MEDIA KIT 2020



# Introduction to PacRim Marketing Group, Inc.

PacRim Marketing Group, Inc. and its online marketing affiliate, PRTech, LLC, specialize in helping brands and organizations increase share and spend of the Asian International Traveler market.

Established in 1990, PacRim Marketing Group offers Asian language integrated marketing communications, including online and traditional public relations and advertising, media relations, in-market representation, creative services, new and social media marketing, and special events and promotions in North America and Asia.

PRTech was established in 2004 to develop and implement custom online marketing solutions in Japanese, Korean, and Chinese. These include software websites, SEO (Search Engine Optimization) and SEM (Search Engine Marketing) and PRTech's flagship product, MyRez.

MyRez is a multilingual, online reservations booking system. Built specifically to accommodate Asian double byte character sets, MyRez provides hotels with a unique reservation solution to capture business from AIT markets. MyRez works as a booking engine on a hotel's website displaying information in Japanese, Korean, Simplified Chinese and/or Traditional Chinese. Travelers are allowed to complete reservations in their own language, including submitting questions and special requests. MyRez then translates all reservation-related communications between hotels and travelers, providing an optimal online user environment.

Together, PacRim Marketing Group and PRTech are pioneers at developing tools and solutions that increase AIT (Asian International Traveler) market share for major brands and corporations.

Our international clients come from a wide range of industries, including travel, retail, real estate, entertainment, financial, health care, and high tech.

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## Advertising Policies

1. All new advertisers are required to pay a 100% deposit on insertion orders.
2. Instructions regarding contracts, insertion orders, and cancellations must be made in writing.
3. Advertising reservations cannot be cancelled after the ad reservation closing date, and companies will be billed regardless of whether the ad has run or not.
4. All materials, including elements, copy and creative, are subject to the publisher's approval. The publisher reserves the right to refuse any advertisement at any time that does not meet its standards.
5. When space is contracted and no material instructions are received by the closing date, materials from a previous issue may be picked-up.
6. Advertisers and advertising agencies assume liability for all content (text, representation, and illustrations) and for any claims against the publisher arising from such advertising.
7. No ad position is guaranteed except for the specified pages.
8. Production costs for ad materials are not included in advertising rates.

### Material Return Policy

Materials will only be returned if the advertiser or agency requests return in writing with submission of materials.

### Material Specifications

Materials must arrive by material closing date.

### Agency / Frequency Discounts

A 15% agency discount is given to recognized agencies on space and production charges. Appropriately supplied materials should be provided from legitimate agencies.

### Related Cost Notes

Typesetting & artwork (camera-ready) are the responsibility of the advertiser.

1. Changes to existing ads incur a minimum charge of \$50.
2. Additional charges for ads needing design work:  
Typesetting: \$50/hr & up, Photo Manipulation: \$100/hr & up, Layout Design: \$100/hr & up

### Deposit (for applicable media)

50% down payment for project completion required upon booking. The remainder balance due upon launch. Hawaii general excise tax of 4.712% will be added. All rates are subject to change. Rates are gross.



# Media Guideline

Media Name	Language				Distribution		Target Audience		Frequency					Media Style		
	Japanese	Korean	Chinese	English	Pre-Arrival	Post-Arrival	First Timers	Repeaters	Monthly	Bi-Monthly	Quarterly	Annual	On-Going	Guide-Book	Online	TV
MyHawaii.jp	•				•	•	•	•					•		•	
MyHawaii.kr		•			•	•	•	•					•		•	
HAISHA (MyHawaii.cn)			•		•	•	•	•					•		•	
Hawaii Bon	•				•		•	•				•		•		
Hawaii Style	•				•		•	•			•					
JAL Agora	•				•	•	•	•	•							
JAL Skyward	•		•	•	•	•	•	•	•					•		
Delta Sky	•				•	•	•	•		•				•		

# Media Schedule

Issue Date	Publications	Space Deadlines	Material Deadlines
Ongoing	MyHawaii.jp (Hawaii-Arukikata.com)	Ongoing	Ongoing
Ongoing	MyHawaii.kr	Ongoing	Ongoing
Ongoing	HAISHA (MyHawaii.cn)	Ongoing	Ongoing
1/1/2020	JAL Skyward	10/10/2019	11/14/2019
1/1/2020	JAL Agora	10/10/2019	11/14/2019
1/1/2020	Delta Sky	11/8/2019	11/25/2019
2/1/2020	JAL Skyward	11/15/2019	12/10/2019
2/14/2020	Hawaii Journal 2020	1/6/2020	1/24/2020
3/1/2020	Delta Sky	1/9/2020	1/23/2020
3/1/2020	JAL Skyward	12/12/2019	1/16/2020
3/1/2020	JAL Agora	12/12/2020	1/16/2020
3/25/2020	Hawaii Style	1/28/2020	2/20/2020
4/1/2020	JAL Skyward	1/16/2020	2/13/2020
4/1/2020	JAL Agora	1/16/2020	2/13/2020
4/25/2020	Hawaii Bon Oahu	2/20/2020	3/26/2020
5/1/2020	Delta Sky	3/5/2020	3/26/2020
5/1/2020	JAL Skyward	2/13/2020	3/12/2020
5/1/2020	JAL Agora	2/13/2020	3/12/2020
6/1/2020	JAL Skyward	3/12/2020	4/16/2020
6/1/2020	JAL Agora	3/12/2020	4/9/2020
6/25/2020	Hawaii Style	4/23/2020	8/20/2020
7/1/2020	Delta Sky	5/7/2020	5/21/2020
7/1/2020	JAL Skyward	4/16/2020	5/14/2020
7/1/2020	JAL Agora	4/9/2020	5/14/2020
7/25/2020	Hawaii Bon for First Time Travelers	5/21/2020	6/25/2020
8/1/2020	JAL Skyward	5/14/2020	6/18/2020
8/1/2020	JAL Agora	5/14/2020	6/11/2020
9/1/2020	JAL Skyward	6/11/2020	7/16/2020
9/25/2020	Hawaii Style	7/23/2020	8/20/2020
9/1/2020	Delta Sky	7/9/2020	7/23/2020
10/1/2020	JAL Skyward	7/16/2020	8/13/2020
10/1/2020	JAL Agora	7/16/2020	8/13/2020
11/1/2020	Delta Sky	9/10/2020	9/24/2020
11/1/2020	JAL Skyward	8/13/2020	9/17/2020
11/1/2020	JAL Agora	8/13/2020	9/10/2020
11/25/2020	Hawaii Bon Family	9/17/2020	10/22/2020
12/1/2020	JAL Skyward	9/10/2020	10/15/2020
12/1/2020	JAL Agora	9/10/2020	10/15/2020
12/25/2020	Hawaii Style	10/22/2020	11/20/2020

# MyHawaii Online Asian Language Portal-Digital Marketing Program

## MyHawaii.jp (Hawaii-Arukikata.com) is The Largest & Most Popular Commercial Website About Hawaii in Japanese

MyHawaii.jp (powered by Hawaii-Arukikata.com) is consistently ranked at the top of the largest Japanese search engines, including Google and Yahoo! Japan. MyHawaii.jp is updated every weekday and focuses on the latest news from Hawaii, with informative features on hotels, shopping, cuisine, culture, fashion, events, and entertainment. The site is built on ongoing reports and information compiled from Hawaii based sources.

MyHawaii.jp targets first-time, repeat tourists (infrequent and frequent), and Japanese men and women ages 18-50 who are interested in Hawaii.

**Language:** Japanese

**Page Views per Month:** 948,000

**Unique Visits per Month:** 357,000

**E-mail Subscribers:** 28,000

**Facebook:** 36,000

**Twitter:** 32,000

**Instagram:** 43,200

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall, Ward Village

**Social Media:**    



## High Placement in Major Korean Search Engines

MyHawaii.kr is an interactive, commercial Korean language web portal site about Hawaii featuring daily news, events and video content. Clients who purchase the advertorial will also receive exposure through Naver blog, the biggest search engine and Social Network Service (SNS) in Korea. MyHawaii.kr also consistently ranks high on the popular Korea search engines, such as Naver.com and Google.co.kr.

**Language:** Korean

**Page Views per Month:** 71,300

**Unique Visits per Month:** 32,000

**Naver Blog Page Views per Month:** 300,000

**Naver Blog Unique Visits per Month:** 120,000

**Facebook:** 5,853

**Instagram:** 5,050

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall, Ward Village

**Social Media:**     



## Commercial Website About Hawaii in Simplified Chinese

HAISHA (MyHawaii.cn) is an interactive, commercial Chinese language web portal site about Hawaii featuring daily news, events and video content viewed through Youku, (the Chinese version of YouTube). Clients who purchase the advertorial will also receive exposure through Weibo. Weibo.com is the biggest Social Network Service (SNS) in China which started in 2009 and has 140 million users. Approximately 30% of internet users in China have accounts with Weibo.com – a powerful tool to reach out to many potential travelers.

**Language:** Simplified Chinese





**Page Views per Month:** 43,808

**Unique Visits per Month:** 24,926

**SNS and UGC Platforms per Month:** 115,108

**Designated by:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall, Ward Village

**Users:** Over 250 Different Cities across Mainland China, Taiwan, Singapore, and Malaysia, reaching a diverse base of Chinese Visitors

**Social Media:**     
    




New Responsive Web Design - Designed with optimized viewing for PC, Tablet and Mobile devices.

**For more information please contact:**

Advertising Department

PacRim Marketing Group, Inc., 1585 Kapiolani Boulevard, Suite 888, Honolulu, Hawaii 96814

**Tel:** (808) 469-4828 **Email:** advertising@pacrimmarketing.com

# Premium Advertorial-Digital Marketing + Content Distribution

**Initial Set-up Fee:** \$4,900 (Includes 3 languages - Japanese / Korean / Chinese)

**Monthly Fee:** \$850 (3 languages - Japanese / Korean / Chinese)

## Features:

- 1 full dedicated advertorial page per language (Japanese, Korean, Chinese)
  - Photo / video shooting to be utilized in Advertorial and SNS campaigns
  - Unique Advertorial design tailored to your brand
  - Content development developed specifically for your brand
- 1 online coupon
- On-going editorial coverage on MyHawaii and MyHawaii SNS accounts
- Preferred coverage as a digital PR resource
- On-going consideration in weekly email newsletter to email subscribers

## MyHawaii.jp



Japanese Premium Advertorial - Koko Marina Center

## MyHawaii.kr



Korean Premium Advertorial - Embassy Suites - Waikiki Beach Walk

## HAISHA (MyHawaii.cn)



Chinese Premium Advertorial - Hyatt Regency Waikiki Beach Resort & Spa

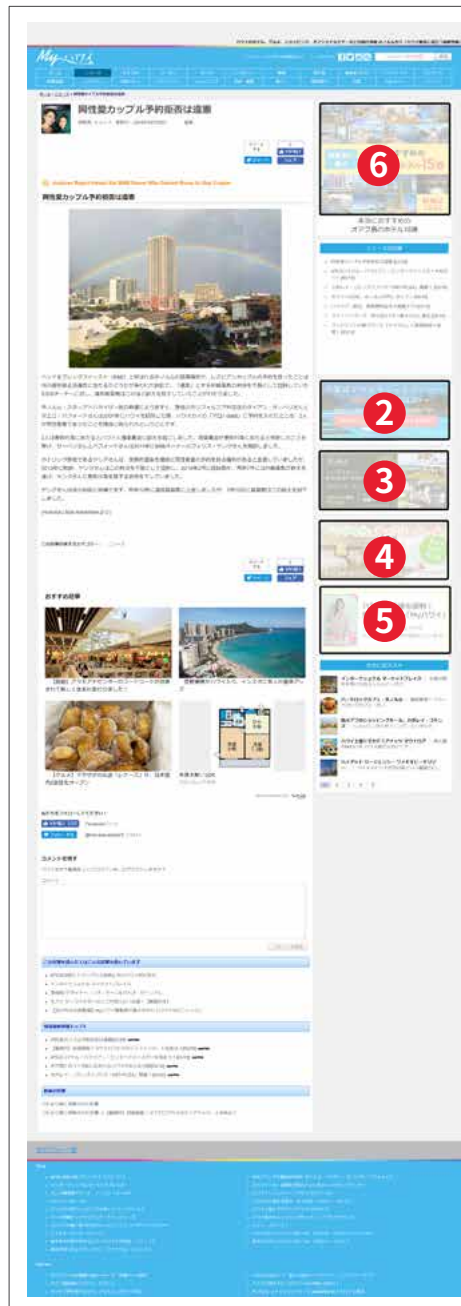


	Placement	Price (Per Month)
1	Top Only	\$2,200
2	All pages	\$5,500
3	All pages	\$5,500
4	All pages	\$5,500
5	Sub Only	\$5,100
6	All pages	\$5,500
7	Top Only	\$500
8	Top Only	\$500
9	Top Only	\$500

## Top Page



## Sub Page



## Mobile



	Placement	Price (Per Month)
1	Top Only	\$500
2	All pages	\$800
3	All pages	\$800
4	All pages	\$800
5	Sub Only	\$800
6	All pages	\$800
7	Top Only	\$100
8	Top Only	\$100
9	Top Only	\$100

## Top Page

The screenshot shows the MyHawaii.kr homepage. Red circles with numbers 1 through 9 indicate the following ad placements:

- 1: Large banner at the top of the page.
- 2: Small square ad in the top right corner.
- 3: Small square ad below the top right corner.
- 4: Small square ad below the top right corner.
- 6: Large banner in the middle section.
- 7: Small square ad in the middle section.
- 8: Small square ad in the middle section.
- 9: Small square ad in the middle section.

## Sub Page

The screenshot shows a sub-page on MyHawaii.kr. Red circles with numbers 1 through 9 indicate the following ad placements:

- 1: Large banner at the top of the page.
- 2: Small square ad in the top right corner.
- 3: Small square ad below the top right corner.
- 4: Small square ad below the top right corner.
- 6: Large banner in the middle section.
- 7: Small square ad in the middle section.
- 8: Small square ad in the middle section.
- 9: Small square ad in the middle section.

## Mobile

The screenshot shows the MyHawaii.kr mobile app interface. Red circles with numbers 1 through 9 indicate the following ad placements:

- 1: Large banner at the top of the page.
- 2: Small square ad in the top right corner.
- 3: Small square ad below the top right corner.
- 4: Small square ad below the top right corner.
- 6: Large banner in the middle section.
- 7: Small square ad in the middle section.
- 8: Small square ad in the middle section.
- 9: Small square ad in the middle section.

# Hawaii Bon

## Extensive Distribution Throughout Japanese Book Stores

Hawaii Bon is sold and published by Ei Publishing. The Japanese Hawaii guidebook is designed for first time visitors as well as frequent visitors. According to Amazon.com's bestseller ranking, Hawaii Bon's sales are among the top three Oahu related magazines. The publication includes useful maps, insightful and in depth editorial content, and beautiful photographs which make Hawaii Bon a must have for Hawaii visitors.

**Issuance:** Annual | **Language:** Japanese | **Circulation:** Oahu: 200,000 Rest of Issues: 100,000 | **Cost for Readers:** ¥1,200 (Approximately \$12.26 USD)

**Distribution:** Sold in major bookstores throughout Japan

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center

### Past Topics Featured:

Best of Oahu: Gourmet Food, Stay & Activity, Goods & Souvenirs

Shops/Malls: Farmer's Market, Supermarkets, Ala Moana Center, T Galleria by DFS, Ward Village, Royal Hawaiian Center, Swap Meet

Play: Hula Shows, Downtown & Chinatown, Museums, Spa

Eat: Breakfast Food, Loco Moco, Plate Lunch, Traditional Food, Casual Dining, Bars



Gender

55% Female

45% Male

Median Age

35

House Hold Income

\$45,000



## Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Cover 2 Page 1	\$16,000	W420mm x H257mm	W426mm x H263mm	W400mm x H237mm
Cover 4	\$10,800	W210mm x H207mm	W216mm x H213mm	W190mm x H187mm
Facing TOC	\$9,800	W210mm x H257mm	W216mm x H263mm	W190mm x H237mm
Cover 3	\$8,200	W210mm x H257mm	W216mm x H263mm	W190mm x H237mm

Regular	1x	Trim Size	Bleed Size	Live Size
Spread	\$9,800	W420mm x H257mm	W426mm x H263mm	W400mm x H237mm
Full Page	\$7,700	W210mm x H257mm	W216mm x H263mm	W190mm x H237mm

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross
- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates
- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

\* Hawaii Journal full page ad: Trim Size: W182mm x H223mm / Bleed Size: W188mm x H229mm

## Media Schedule

Issue Topics & Date	Space Deadlines	Material Deadlines
Hawaii Journal 2/14/2020 - 2/13/2021	1/6/2020	1/24/2020
Hawaii Bon Oahu 4/25/2020	2/20/2020	3/26/2020
Hawaii Bon for First Time Travelers 7/25/2020	5/21/2020	6/25/2020
Hawaii Bon Family 11/25/2020	9/17/2020	10/22/2020

\*Issue dates are subject to change due to bookstores schedule

## Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
- Two color proofs must be included
- Registration, trim, and bleed marks must be placed.

## FTP Information

URL: <ftp://ftp.ftphawaii.com>  
 Username: forclients  
 Password: Tempfile1!

Send color proofs to:  
 Advertising Department  
 PacRim Marketing Group, Inc.  
 1585 Kapiolani Boulevard, Suite 888  
 Honolulu, Hawaii 96814

## Contact Info

For more information please contact:



Advertising Department  
 PacRim Marketing Group, Inc.  
 1585 Kapiolani Boulevard, Suite 888  
 Honolulu, Hawaii 96814  
 Tel: (808) 469-4828  
 Email: [advertising@pacrimmarketing.com](mailto:advertising@pacrimmarketing.com)

# Hawaii Style

## National Distribution Through Major Japanese Book Stores

Ei Publishing is best known for Hawaii Style and Hawaii Bon. Hawaii Style magazines are sold at major bookstores throughout Japan with circulation of 150,000. Hawaii Style features the “lifestyles of local people” that are not featured in most guidebooks.

Hawaii Style features updated information on shopping, restaurants, hotels, activities, Hawaiian art and culture, in depth by the editorial team in Hawaii. Readers range from their 30's to 60's with a majority of women in their 30's to 40's who have a strong interest in Hawaii. Sub-targets consist of current and prospective retirees who seek long stays in Hawaii or are considering retirement plans that involve immigration to the islands. Hawaii Style provides an inside look to local lifestyle in paradise.

**Issuance:** Quarterly | **Language:** Japanese | **Circulation:** 150,000 | **Cost for Readers:** ¥1,300 (approximately \$13.00 USD)

**Distribution:** Sold in major bookstores throughout Japan & by subscription

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center

**Past Topics Featured:** Deep Hawaii: Top 30 Scenes, Playing, Gourmet and Goods, Top Recommendations on how to Enjoy Hawaii.



Gender

60% Female

40% Male

Median Age

45

House Hold Income

\$50,000

## Advertisement Rates

Premium	1x	2x	3x	4x	Trim Size	Bleed Size	Live Size
Cover 2 Page 1	\$15,900	\$14,400	\$13,600	\$12,700	W420mm x H285mm	W426mm x H291mm	W400mm x H265mm
Cover 4	\$10,600	\$9,500	\$9,100	\$8,500	W210mm x H235mm	W216mm x H241mm	W190mm x H215mm
Facing TOC	\$9,600	\$8,500	\$8,200	\$7,600	W210mm x H285mm	W216mm x H291mm	W190mm x H265mm
Cover 3	\$8,000	\$7,200	\$6,800	\$6,400	W210mm x H285mm	W216mm x H291mm	W190mm x H265mm

Regular	1x	2x	3x	4x	Trim Size	Bleed Size	Live Size
Spread	\$9,000	\$8,800	\$8,600	\$8,400	W420mm x H285mm	W426mm x H291mm	W400mm x H265mm
Full Page	\$6,400	\$5,700	\$5,500	\$5,200	W210mm x H285mm	W216mm x H291mm	W190mm x H265mm

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross
- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates
- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

## Media Schedule

Issue Date	Space Deadlines	Material Deadlines
3/25/2020	1/28/2020	2/20/2020
6/25/2020	4/23/2020	5/21/2020
9/25/2020	7/23/2020	8/20/2020
12/25/2020	10/22/2020	11/20/2020

\*Issue dates are subject to change due to bookstores schedule

## Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
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Tel: (808) 469-4828  
Email: [advertising@pacrimmarketing.com](mailto:advertising@pacrimmarketing.com)

# JAL Agora

## Reach Executive Travelers in Japan's Largest Airline Carrier

Japan Airlines has a variety of media, including in-flight magazines, in-flight videos, and a subscription base. JAL's worldwide network serves 43 cities, in 25 countries, around the globe. Agora is "The Executive's Lifestyle" magazine. The editorial focus of this magazine is to provide the experienced traveler an array of diverse lifestyle stories that encompass art, business, fashion, culture, cuisine and shopping. Illustrated with stunning photography, JAL Agora typifies the luxury its readers come to know and trust. About 91% of Agora's readers travel overseas each year.

**Issuance:** Monthly (except Jan/Feb and Aug/Sep) | **Language:** Japanese | **Circulation:** 900,000 | **Cost for Readers:** Free

**Distribution:** Direct home delivery for JAL Premium Card, JAL Global Club and Diner's Card members. Distribution through first class and at JAL VIP lounges at the airport.

**Designated Media for Merchants at:** N/A

**Past Topics Featured:** Agora Special: Beijing, Agora Special: Spain, Travel in Japan: Tokunoshima.



Gender

22% Female

78% Male

Median Age

54.6

House Hold Income

\$140,000



## Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Full Page	\$16,000	W210mm x H280mm	W216mm x H286mm	W206mm x H276mm

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross
- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates
- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

## Media Schedule

Issue Date	Space Deadlines	Material Deadlines
1/1/2020 – 2/1/2020	10/10/2019	11/14/2019
3/1/2020 *Hawaii Feature	12/12/2019	1/16/2020
4/1/2020	1/16/2020	2/13/2020
5/1/2020	2/13/2020	3/12/2020
6/1/2020	3/12/2020	4/9/2020
7/1/2020	4/9/2020	5/14/2020
8/1/2020 – 9/1/2020 *Hawaii Feature	5/14/2020	6/11/2020
10/1/2020	7/16/2020	8/13/2020
11/1/2020	8/13/2020	9/10/2020
12/1/2020	9/10/2020	10/15/2020

\*Issue dates of Hawaii Feature are subject to change.

## Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
- Two color proofs must be included
- Registration, trim, and bleed marks must be placed.

## FTP Information

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1585 Kapiolani Boulevard, Suite 888  
Honolulu, Hawaii 96814  
Tel: (808) 469-4828  
Email: [advertising@pacrimmarketing.com](mailto:advertising@pacrimmarketing.com)

# JAL Skyward

## Reach Every Traveler Aboard Japan's Largest Airline Carrier

Japan Airlines (JAL) is Japan's largest airline carrier, flying more than 5 million passengers to America each year. There are multi-media and multi-language opportunities using a variety of media, including in-flight magazines and in-flight videos. JAL's worldwide network serves 43 cities, in 25 countries, around the globe.

With both Japanese and English sections, Skyward magazine is an excellent medium to reach the Japanese market. JAL is the largest overseas airline in Japan, flying over 32% of the flights in and out of the country. This monthly in-flight magazine is regarded as a high quality, interesting, informative, and entertaining publication. It features destination stories, news topics, essays by famous people, and interviews.

**Issuance:** Monthly | **Language:** Japanese, Chinese, English | **Circulation:** 750,000 | **Cost for Readers:** Free

**Distribution:** Seat pockets on every JAL international flight

**Designated Media for Merchants at:** Ala Moana Center

**Past Topics Featured:** Hawaii: A Tie Between Aloha and the Locals; Okinawa: Relax, Refresh: Ryukyo Resort; Seven Seas in Japan.



Gender

49.5% Female

50.5% Male

Median Age

late 30's ~ early 40's

House Hold Income

\$75,000

## Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Full Page	\$15,000	W210mm x H280mm	W216mm x H286mm	W206mm x H276mm

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross
- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates
- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

## Media Schedule

Issue Date	Space Deadlines	Material Deadlines
1/1/2020	10/10/2019	11/14/2019
2/1/2020	11/15/2019	12/10/2019
3/1/2020	12/12/2019	1/16/2020
4/1/2020	1/16/2020	2/13/2020
5/1/2020	2/13/2020	3/12/2020
6/1/2020 *Hawaii Feature	3/12/2020	4/16/2020
7/1/2020 *Hawaii Feature	4/16/2020	5/14/2020
8/1/2020	5/14/2020	6/18/2020
9/1/2020	6/11/2020	7/16/2020
10/1/2020	7/16/2020	8/13/2020
11/1/2020	8/13/2020	9/17/2020
12/1/2020	9/10/2020	10/15/2020

\*Issue dates of Hawaii Feature are subject to change.

## Material Specifications

- Illustrator EPS (CS5 or below)
- InDesign (CS5 or below)
- Photoshop EPS (CS5 or below)
- PDF (at least 300 dpi)
- Live material to be 0.25" from trim
- 2 page spreads must add 0.75" or 3/4" width for gutter allowance (only if spread contains a crossover image)
- Text to be outlined
- All images must be embedded
- Two color proofs must be included
- Registration, trim, and bleed marks must be placed.

## FTP Information

URL: <ftp://ftp.ftphawaii.com>  
Username: forclients  
Password: Tempfile1!

Send color proofs to:  
Advertising Department  
PacRim Marketing Group, Inc.  
1585 Kapiolani Boulevard, Suite 888  
Honolulu, Hawaii 96814

## Contact Info

For more information please contact:



Advertising Department  
PacRim Marketing Group, Inc.  
1585 Kapiolani Boulevard, Suite 888  
Honolulu, Hawaii 96814  
Tel: (808) 469-4828  
Email: [advertising@pacrimmarketing.com](mailto:advertising@pacrimmarketing.com)

# Delta Sky

## Reach Japanese International Travelers via Delta's In-Flight Magazine

Delta Sky magazine is a bi-monthly, stylish, lifestyle magazine focused on leisure and business. This magazine appeals to frequent Japanese travelers. It is effective for destination promotion, sales promotion and branding strategy.

**Issuance:** Bi-Monthly | **Language:** Japanese | **Circulation:** 850,000 seats/issue (all classes to and from Japan) | **Cost for Readers:** Free

**Distribution:** All flights to/from Japan & all class seats, airport lounges, Delta Airlines offices and Delta-related events in Japan

**Designated Media for Merchants at:** Ala Moana Center, Royal Hawaiian Center, Kahala Mall

**Past Topics Featured:** Past Topics Featured: Hawaii, Honolulu Downtown Meets Past And Present



Gender

48% Female

52% Male

Median Age

late 30's ~ early 40's

House Hold Income

\$70,000 ~ \$100,000



## Advertisement Rates

Premium	1x	Trim Size	Bleed Size	Live Size
Full Page	\$16,000	W210mm x H287mm	W216mm x H293mm	W206mm x H282mm

- All advertisements are in color
- Please inquire about advertorial opportunities
- Rates are gross
- Rates do not include production, perforation, or postage
- All dates and rates are subject to change
- Please note Hawaii general excise tax (4.712%) will be added to the rates
- Gutter allowance per page 5mm
- Safety: All live matter must be 10mm from trim on all sides
- Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed

## Media Schedule

Issue Date	Space Deadlines	Material Deadlines
January/ February	11/8/2019	11/25/2019
March / April	1/9/2020	1/23/2020
May / June	3/5/2020	3/26/2020
July / August *Hawaii Feature	5/7/2020	5/21/2020
September / October	7/9/2020	7/23/2020
November / December *Hawaii Feature	9/10/2020	9/24/2020

\*Issue dates of Hawaii Feature are subject to change.

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